

PROJECT NUMBER: 8101
PROJECT TITLE: Cigarette Testing Services Division
SECTION LEADER: Joyce F. Stargardt
PERIOD COVERED: June, 1988

I. MARKET ACTIVITY

A. Objective: To monitor and report new brand introductions and brand modifications for the domestic and international cigarette markets.

B. Results:

1. International

MidWest 85 (Box) cigarettes, manufactured by MidWest Tobacco Co. of Fairfax, Virginia, were obtained from Greece. This cigarette delivers 19 mg tar and 1.2 mg nicotine, and the blend does not contain any reconstituted tobacco, expanded tobacco or expanded stems. The packaging of this product is similar to Marlboro 80 (Box).

Fairfax 85 Anisette cigarettes are being manufactured by G. A. Georgopulo & Co., Inc. of New York. These cigarettes were purchased in Switzerland. This cigarette delivers 19 mg tar, 1.3 mg nicotine and 0.4 mg anethole in smoke. The filter is a plug-space-plug configuration and the space contains granules impregnated with anethole.

2. Japanese Market - New Brands

Camel Mild King Size cigarettes deliver 10 mg tar and 0.7 mg nicotine and are manufactured by R. J. Reynolds. This brand is similar in both physical and smoke characteristics to Islands Lights recently introduced by Reynolds in Japan.

John Player Special Milds King Size cigarettes deliver 12 mg tar and 0.8 mg nicotine and are manufactured by BAT.

Sometime Miass 100 Menthol cigarettes deliver 9 mg tar, 0.8 mg nicotine and 0.4 mg smoke menthol. This is a slim cigarette (23 mm) and "Miass" is an acronym for Marble Image Art of Sometime Slim.

II. ANALYTICAL METHODS DEVELOPMENT AND SUPPORT

A. Objective: To evaluate and recommend analytical methods and new technology in support of programs for R&D and Manufacturing.

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B. Results:

1. Comparison of Tobacco Institute of Japan (TIOJ) vs. FTC Tar

Tar and nicotine data reported by the Tobacco Institute of Japan (TIOJ) for 31 brands were compared to Philip Morris tar and nicotine data. TIOJ data averaged higher than PM data. Empirical regression curves showing the relationship of TIOJ to PM tar and nicotine deliveries have been established. The formula for these regression curves is as follows:

$$y = ax + b$$

where x = Philip Morris (FTC) observed value

y = TIOJ predicted value

Tar: $y = 0.92x + 1.87$

Nicotine: $y = 0.89x + 0.12$

2. Tobacco Institute Testing Laboratory (TITL)

The Tobacco Institute Testing Laboratory (TITL) is the official source of "TAR" and nicotine data for the tobacco industry. The Federal Trade Commission Laboratory closed in February, 1987. Under the agreement between TITL and FTC, Mr. H. Pillsbury of the FTC staff will have free access to the facilities and data of TITL.

The first market survey under the auspices of TITL was published in April, 1988. Differences in tar, nicotine, and CO data were observed between TITL and Philip Morris laboratories. Representatives from each company supporting TITL will review current procedures and conduct comparison studies biannually.

3. Humectants in Smoke

Data for glycerin and propylene glycol in smoke were generated for 28 Philip Morris brands. Testing will continue to include all Philip Morris brands as well as representative brands from competitors. To date, the following six Philip Morris brands have the highest glycerin in smoke level:

	Glycerin, mg/cigt.	Propylene Glycol, mg/cigt.
Marlboro 85	1.4	0.8
Marlboro 85 25's	1.4	0.8
Marlboro 100	1.4	0.8
Benson & Hedges 100 (Box)	1.5	0.6
English Ovals 85 (Box)	1.8	1.0
Philip Morris Commander	1.8	1.2

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